

# Outlier Identifies the Unintended Consequence of a Design Change



Boxed lives and breathes a data driven culture to support growth and improve their customer experience. They constantly experiment with new site designs, product rollouts, and customer alerts to ensure their users easily find the products they know, while also discovering new items to try. Boxed has a number of processes, dashboards and custom queries in place to validate the impact of their experiments, however, with such a fast-growing, geographically-distributed user base and an ever-increasing number of product offerings it can be difficult to capture everything.

**Outlier helps Boxed validate the impact of experiments and design updates on user behavior.** Outlier is able to look for new trends across thousands of dimensions of data for the many lines of Boxed’s business, including consumer traffic patterns, product interests, and warehouse demand.

Recently, Boxed changed its navigation in order to highlight specific products, instead of “all products,” as it had done previously. While this change achieved its desired outcome of increasing traffic to highlighted products, **Outlier simultaneously**

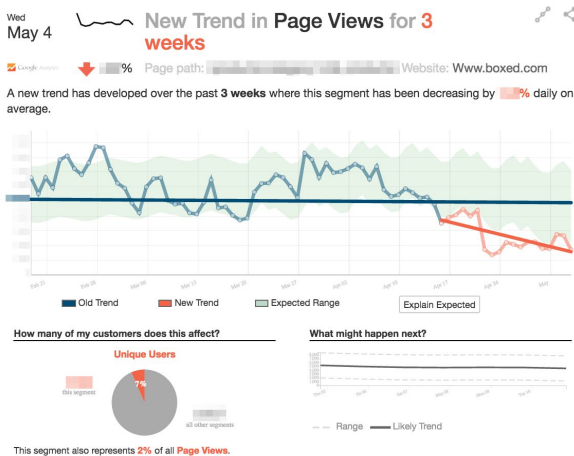
**detected a downward trend in Page Views** to the “all products” category.

Outlier highlighted this change in user behavior immediately and Boxed was able to update the design quickly to ensure visits to “all products” recovered, while maintaining the desired activity to Product Highlights.

**Without Outlier, it may have taken weeks or months for the Boxed team to realize this problem** and fix it which would have resulted in a significant number of lost sales.



Boxed was founded in 2013 to make shopping for bulk easy, convenient, and fun. Their customers get the same great wholesale prices of the big box stores without the annual membership fee, long lines, and lugging of bulk goods. Today, they’re delivering joy across the country with every order.



“Shortly after we went from a side navigation to top navigation **Outlier caught a drastic drop in traffic** to our ‘all products’ category (a very important category for us). This prompted an immediate investigation with the heads of product and technology. The result was an update to make a more prominent path to ‘all products’ in our new design and usage immediately recovered. It would have taken much longer to catch this without the help of Outlier. Revenue / Orders / installs are SUPER important, but changes in those top-level metrics often do not point to specific actionable items day-to-day. **We’re about Actionable insights and this was actionable.**”

Jared Yaman, COO at Boxed